

## § 1219.12

place or cause Hass avocados to which one has title or possession to be placed in the current of commerce. Such term shall not include the transportation or delivery of Hass avocados by the producer thereof to a handler.

### § 1219.12 Hass avocado.

*Hass avocado* means the fruit grown in or imported into the United States of the species *Persea americana* Mill., or other type of avocados that, in the determination of the Board, with approval of the Secretary, is so similar to the Hass variety avocado as to be indistinguishable to consumers in fresh form. The term shall include all fruit in fresh, frozen, or any other processed form.

### § 1219.13 Hass Avocado Board.

*Hass Avocado Board* or *the Board* means the administrative body established pursuant to § 1219.40.

### § 1219.14 Importer.

*Importer* means any person who imports Hass avocados into the United States. The term includes a person who holds title to Hass avocados produced outside of the United States immediately upon release by Customs, as well as any person who acts on behalf of others, as an agent, broker, or consignee, to secure the release of Hass avocados from Customs and the introduction of the released Hass avocados into the current of commerce and who is listed in the import records of Customs as the importer of record for such Hass avocados.

### § 1219.15 Industry information.

*Industry information* means information, programs, and activities that are designed to increase efficiency in processing, enhance the development of new markets and marketing strategies, increase marketing efficiency, and enhance the image of Hass avocados and the Hass avocado industry in the United States.

### § 1219.16 Marketing.

*Marketing* means any activity related to the sale or other disposition of Hass avocados in any channel of commerce.

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### § 1219.17 Order.

*Order* means this subpart.

### § 1219.18 Part and subpart.

*Part* means the Order and all rules, regulations, and supplemental orders issued pursuant to the Act and the Order. The Order itself shall be a *subpart* of such part.

### § 1219.19 Person.

*Person* means any individual, group of individuals, firm, partnership, corporation, joint stock company, association, cooperative, or any other legal entity.

### § 1219.20 Producer.

*Producer* means any person who is engaged in the business of producing Hass avocados in the United States for commercial use, who owns, or shares the ownership and risk of loss, of such Hass avocados.

### § 1219.21 Programs, plans, and projects.

*Programs, plans, and projects* means those research, promotion, and information programs, plans, studies, or projects established pursuant to § 1219.50.

### § 1219.22 Promotion.

*Promotion* means any action to advance the image, desirability, or marketability of Hass avocados in the United States, including paid advertising, sales promotion, and publicity. Promotion activities are designed to improve the competitive position and stimulate sales of Hass avocados in the domestic marketplace.

### § 1219.23 Research.

*Research* means any type of test, study, or analysis relating to market research, market development, and market efforts, or relating to the use, quality, or nutritional value of Hass avocados, other related food science research, or research designed to advance the knowledge, image, desirability, usage, or marketability of Hass avocados in the United States.